

Jim Masterson and Absorbine Working Together for The Good of the Horse

Absorbine announced their sponsorship of The Masterson Method as an excellent addition to their long tradition of equine wellness.

“Jim Masterson and his revolutionary method of equine massage align naturally with Absorbine products and our mission,” says Chris Jacobi, General Manager of the Equine Division at Absorbine. “The Masterson Method’s innovative technique, concern for wellness, and celebration of the human–equine bond are qualities that our products can stand by, and we have witnessed the impressive results ourselves. We are excited to engage in this new partnership, and look forward to expanding the ways in which we offer superior muscle and joint care for horses.”

The partnership between Absorbine and The Masterson Method® has been formed in an effort to help educate horse owners on how they can more completely address stress in their horses’ bodies, leading to top performance and a great attitude, and fittingly will officially kick edoff at the 2014 World Equestrian Games in Normandy, France.